

Presentations I

PREPARATION

TIME MANAGEMENT

<https://online.cjv.muni.cz/opc/content/seminar2/excersise3.html>

TOPIC

In general, people agree that it is wise to know **WHAT** you would like to talk about before you actually start talking. That is why the choice of a topic has usually a clear priority in one's preparation.

AIMS and OBJECTIVES

Before speakers begin to prepare their presentations, they should decide not only **WHAT** they would like to talk about but also **WHY** they should talk about it. In other words, they should know what they want to achieve while paying special attention to the relevant and efficient aims and objectives of the speech.

The **what** and **why** is often called a **purpose statement**. Before you start your preparations, you should be able to write your purpose statement, put it aside for a day or two, and return to that for an analysis. The analysis helps balance the topic with your specific aims and objectives you wish to achieve.

AUDIENCE ANALYSIS

Although most will agree that it is vital to know **WHAT** to talk about and many will support the idea that knowing **WHY** talking about something is also essential, fewer speakers are aware of the fact the **WHO** you are going to talk to is equally important. Therefore, it is critical that the preparation efforts include some degree of audience analysis where one should consider at least the following four points:

1. Who are they and how many will be there?
 2. What is their knowledge of the subject?
 3. Why are they there and what do they expect to learn from me?
 4. What are my needs as the speaker? What are their needs as the audience?
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INTRODUCTIONS

STRUCTURE

GREETING
POSITIVE COMMENT
NAME
POSITION
TOPIC / TITLE / SUBJECT
PURPOSE
OUTLINE
TIME
AUDIO-VISUAL AIDS
QUESTIONS

ENDING

SIGNAL TO END
SUMMARY
CONCLUSION
CLOSE
INVITATION FOR QUESTIONS

